



State of Utah

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## HIGHLAND RUGBY FILM "FOREVER STRONG" TO SHOWCASE UTAH'S MOTION PICTURE INCENTIVE FUND TO LEGISLATORS

Salt Lake City, UT – The Utah Film Commission, together with Go Films and Picture Rock Entertainment, will present a screening of "Forever Strong" to Utah's legislators at the Megaplex Gateway Theater, Tuesday February 26th, 2008 @ 7:30pm. From Director Ryan Little and Producer Adam Abel, this true story features Salt Lake's nationally dominant Highland Rugby team to Capitol Hill and how the Motion Picture Incentive Fund (MPIF) will continue to benefit the Utah film industry.

The film has an 'A' list of Hollywood actors including Sean Astin "Lord Of The Rings, Rudy", Gary Cole "Talladega Nights, Office Space", Sean Faris "Yours Mine And Ours", and Neal McDonough "Flags Of Our Fathers, Band Of Brothers."

Marshall D. Moore director of the Utah Film Commission is delighted to showcase this local film that took advantage of the Motion Picture Incentive Fund. "Our incentive package gives productions like 'Forever Strong' an opportunity to stay in Utah and shoot the film where the events took place." said Moore. "We are excited to promote an incentive based film that had its roots in Utah. We are hopeful the legislators will see the benefit this film adds to the community and the economic growth in the State," added Moore.

"Forever Strong" is the story of Rick Penning (Sean Faris) who lived like his rugby; fast, hard-hitting, and outside the lines. Not until a DUI lands him in a Salt Lake detention center does he realize that doing things his way may not be the best way. With the encouragement of his counselor (Sean Astin), Rick joins the team he grew up hating, Highland Rugby. Their code of conduct and culture set him on a course to be a champion in the most important game of all...life. That course will be tested one last time when Highland squares off against Rick's home team, coached by his own father, for the coveted National title.

Adam Abel said "We were extremely pleased to see that the State of Utah offered an attractive film incentive to keep the production in the state." "The incentive package gave us the opportunity to shoot the film here and take advantage of all the beautiful landscapes Utah has to offer." added Ryan Little.

"Forever Strong" will be released by Excel Entertainment in theatres this fall.

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